

The Wanamaker Store  
Store Closes at 5:30 P. M.

## The Arctic Zone As Applied to FUR STORAGE

The Wanamaker Dry-Air Cold Storage Plant  
Can Care for Fifty Thousand Garments  
Under Practically Natural Conditions

It is reasonable to suppose that any set of conditions under which furs naturally thrive, would, if successfully reproduced, offer the best means of preserving them. That is the principle under which modern fur storage, as exemplified by the new Wanamaker Dry-Air Cold Storage Plant, successfully operates.

**Furs and Climate** Furs are at their finest, glossiest, thickest and best in coldest climates. The most valuable pelts come from the Arctic or sub-Arctic regions—hence, to retain their natural brilliance, they should be kept, as far as possible, in the temperature of their native land, during their Summer period of rest. Thanks to cold storage the natural oils of the skins are preserved, instead of being allowed to dry out in the Summer heat of the average store-house.

**Protection from Moths** Again, in Cold Storage, damage from moths is absolutely prevented. Freezing benumbs the larvae that cause the damage, and renders them harmless for the time being. Then, of course, we take the preliminary precaution of cleaning the furs thoroughly before storing them.

**The Perfect Cold Storage Plant** It was with these facts in view that the Wanamaker Fur Storage Plant was planned. Existing plants were carefully studied, and the shortcomings they developed were avoided. Future growth was amply allowed for. The result is the largest, most modern, most practical, most perfect plant of its kind in existence today.

**Fireproof Construction** It occupies a space 80 x 120 feet, extending from the Eleventh to the Thirteenth floor of the Wanamaker Building. The walls, 24 inches thick, are composed of cork and fireproof materials, and shut out absolutely the heat of the outside air. Entering the vault through a series of air-locks, so to speak, which are protected by doors built on the principle of those on a refrigerator, one is struck by its spotless whiteness, its airiness, its lightness. Not a bit of wood is in the floors, walls or ceiling—concrete and steel are the only materials used. There are no shut-in corners to impede the free current of air, and air lamps light the chamber brilliantly, when desired. The floors of the upper tiers of the vault are composed of open iron gratings, like those in the engine-room of an ocean liner. All the iron cross-pieces, from which the hangers for the garments depend, are removable, and can be arranged to suit the number and length of the articles to be stored.

**Storage Capacity** The ground floor of the vault is equipped with about four thousand spindles, projecting horizontally from uprights, giving storage room to nearly eight thousand muffs, or the various pieces composing fur sets. On the floor of the open court in the center are platforms for the storing of mounted animal rugs—and a remarkably fine collection of wild beasts is usually conveyed there. The three upper tiers have provisions for storing upwards of fifty thousand fur coats, wraps, lap robes, and so on—each on its own independent hanger, and as easily gotten at as though it were at home in your own wardrobe. Sprinklers, arranged on the dry pipe system, give ample protection in case of fire.

The convenience, cleanliness and spaciousness of the storage vault commend it at sight. But without a proper system of refrigeration even this fine room would lose much of its value.

**Cooling Apparatus** No brine pipes enter the vault, avoiding the danger of damp, mildew, or a downright soaking with salt water, all fatal to a fine garment. A powerful ice machine, producing in cold the equivalent of one hundred tons of ice daily, is situated in the sub-basement of the building. Here the brine is cooled to a temperature of 8 degrees above zero, thence passing to the cold-pipe room on the thirteenth floor. Here it is pumped slowly through a coil containing thousands of feet of iron pipe, while a powerful blower propels a steady current of air over it. The extreme cold freezes all the dampness out of the air, which then enters the cold storage vault through openings at the roof, circulates slowly through the whole room, and is drawn off by outlets on the floor of the vault, then starting back to the cold-pipe chamber to make its journey over again. This constant circulation of cold, dustless dry air maintains a temperature of 20 to 30 degrees above zero in the storage vault.

**Caring for Your Furs** Of equal interest to the customer is the fine condition in which one's furs are put before storage, and the perfect manner in which they are identified, and withdrawn when wanted. When furs are brought in for storage, all the pieces in each lot are tagged with the same number. A receipt is filled out in triplicate with the customer's name and address, date, valuation and description of articles, together with the condition in which they are received. One copy is sent to the customer, the other two are filed. Before storing, all articles are thoroughly cleaned.

The exact location in the vault of each piece is registered, so that it can be withdrawn immediately at any time, without disturbing the other articles that may be covered by the same receipt—only the corresponding coupon being surrendered. While in our care, repairs, alterations or remodeling can be effected to any extent desired, at reasonable charges.

**Storage for DRAPERIES, Carpets and Rugs** A large, specially-equipped storage room is also provided for the Summer care of all sorts of valuable hangings and floor-coverings. Valuable Lace Curtains, Portieres, Oriental Rugs, Carpets, and domestic Rugs are cared for in the most perfect manner—called for, by our wagons, insured against damage by moths or fire, and returned at your convenience.

**Charges** The cost of this perfect storage service is very moderate, and based upon an agreed-upon valuation between the owner and ourselves—or by our own experts, if not otherwise arranged.

**Visitors Welcome** Visitors are welcome at any time to put on a fur coat and go through this splendid plant on an inspection trip—it is the surest way to appreciate its excellence. And just now, when delays in storing your furs and other Winter wraps may prove dangerous and expensive, is the time to make the visit.

**JOHN WANAMAKER**

Formerly A. T. Stewart & Co.,  
Broadway, Fourth Avenue, Eighth to Tenth Street.

# W. L. DOUGLAS

BEST IN THE WORLD. \$3.50 SHOES FOR MEN

Do you wear W. L. Douglas shoes? If not, I believe I can give you good and sufficient reasons why it will pay you to wear them.

I give the wearer the benefit of my thorough and practical knowledge of shoemaking, which has extended over fifty years.

I give the wearer the benefit of my exclusive method of tanning the bottom soles, which makes them more flexible and gives longer wear than any other sole leather produced in this country.

As I am the largest manufacturer of men's fine Hand-Sewed Process shoes in the world, it is necessary for me to purchase leather and other materials in enormous quantities; the benefit of the very low prices I obtain I give to the wearer in superior quality over other makes.

If I could take you into my large factories at Brockton, Mass., and show you how carefully W. L. Douglas shoes are made, you would then understand why they hold their shape, fit better, wear longer and are of greater value than any other make.

W. L. Douglas, Brockton, Mass.:—I have worn W. L. Douglas \$3.50 shoes for the past 10 years, and have found them easy to walk in, stylish and very comfortable. Am on my feet 16 hours daily and have not known pain or ache since wearing them.

W. L. Douglas, Com. of Deeds, 46 Manhattan St., N. Y. City.

These are a few of the reasons why I make and sell more Men's Fine Hand-Sewed Process \$3.50 Shoes than any other manufacturer in the world.

**W. L. DOUGLAS \$4.00 GILT EDGE SHOE CANNOT BE EQUALLED AT ANY PRICE.**

W. L. DOUGLAS BOYS' SHOES \$1.75 AND \$2.00, JUST THE SAME AS MY MEN'S \$3.50 SHOES, THE SAME LEATHER, FOR \$1.75 AND \$2.00.

W. L. Douglas shoes and prices are stamped on the bottom, which protects the wearer against cheap imitations.

**W. L. DOUGLAS GREATER NEW YORK SHOE STORES:**

433 Broadway, corner Howard Street.  
755 Broadway, corner 9th Street.  
953 Broadway, corner 14th Street.  
1340 Broadway, corner 30th Street.  
1447-1449 Broadway, corner 41st Street.  
974 Third Avenue.

2302 Third Avenue, corner 130th Street.  
3779 Third Ave., bet. 140th & 147th Streets.  
250 West 135th Street.  
355 Sixth Avenue, corner 23d Street.  
345 Eighth Avenue.  
95 Nassau Street.

708-710 Broadway, cor. Thornton St.  
1367 Broadway, corner Gates Avenue.  
431 Fulton Street, corner Pearl Street.  
475 Fifth Avenue.  
JERSEY CITY—18 Newark Avenue.

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W. L. Douglas, Brockton, Mass.

## FLINT'S FINE FURNITURE

FOUNDED 1840 "FLINT QUALITY"

REMOVAL, STORAGE,  
PROTECTION OF WINTER  
DRAPERIES AND RUGS.

Attention is invited to our facilities for the removal, storage and protection of Winter Draperies, Portieres, Curtains and Rugs. Orders booked now will receive attention upon dates specified by patrons.

At the time of removal we will also, if desired, drape Summer hangings already in possession of patrons, or supply new from our extensive collection of Imported and Domestic Art Fabrics.

Orders for loose linen furniture covers placed at this time are in season for prompt delivery. Upon this service advance estimates of cost will be supplied upon request.

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The flower of the Spring suits we always show early.

So many men only learn through sheer necessity, what good clothes we make when the first warm days make a tailor's delay impossible.

Many of our finest cloths are made up with silk linings, a luxury well worth while if you indulge in luxuries.

Spring overcoats in greater variety than most Springs bring.

ROGERS, PEET & COMPANY.  
Three Broadway Stores.

288 at Warren st. 842 at 13th st. 1260 at 32nd st.

## THE CAMBRIDGE

FOR THE BUSINESS MAN THE SACK SUIT THAT WE HAVE NAMED THE CAMBRIDGE IS WIDELY POPULAR.

IT COMBINES STYLE WITH DIGNITY, AND, WITH THESE, QUALITY.

\$15 TO \$40.

THE SAME GOODS AND PRICES AT OUR BROADWAY AND COOPER SQUARE STORES. GO TO WHICH EVER IS THE MORE CONVENIENT.

Browning, King & Company  
Broadway at 33d St.  
Cooper Square at 5th St.  
Fulton Street, Brooklyn

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BROOKLYN ADVERTISEMENTS. BROOKLYN ADVERTISEMENTS.



## Bigger Dividends Than Mining

The most permanent investment is the one that contributes to the higher nature of man. It makes the battle of life easier and furnishes a happiness that mere money cannot buy or sell. Those who own a

## Sterling Playerpiano

Have just such an investment. Music relieves cares and worries. Then think what this piano means to the man of business or the tired housewife when either of them can immediately play it whether accomplished musicians or not! Our terms are so fair and liberal that any honest person can own one. Let us tell you how.

The Sterling Piano Co.,  
518-520 Fulton St., cor. Hanover Place,  
Brooklyn.  
OPEN SATURDAY EVENINGS.

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